



THE EASTERN TOWNSHIPS—LONE PINE IN ST. FRANCIS RIVER.

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their picturesque beauty and the "Garden of Canada" becomes the Mecca of those who flee from the cities in the heated months of summer. Lakes Memphremagog, Massawippi and Brome attract hundreds, not simply from Montreal and other Canadian cities, but from cities far south in the United States. Every village becomes a summer resort, and almost every farmhouse entertains its summer guest or "city cousin" on their annual outing for a romp in the fields and a deep breath of pure, life renewing Eastern Townships' air.

A century old, hewn from the forest by hardy pioneers; a fertile, exhaustless soil which as yet has yielded but a fraction of its vast stores; a thrifty, honest population, who fully realize the heritage that is theirs; thriving towns and picturesque villages; landscapes of unrivalled beauty and a climate healthful and agreeable—briefly, such are the features of the Eastern Townships.

Business-getting, Business-holding, Profit-paying.

As a business-getting, business-holding, and profit-paying life assurance institution, the Sun Life Assurance Company of Canada stands in the very front rank. Its ability to get and to hold business, and at the same time make exceptional returns to its policyholders by way of profits on their policies is certainly remarkable.—Bulletin, Toronto, April, 1908.



Direct Your Thoughts.

Man is a thinking being, whether he will or no; all he can do is to turn his thoughts the best way.—Sir William Temple.